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# SMART GOALS FOR SOCIAL MEDIA



## SOCIAL MEDIA TIPS

By Theresa Mintzer

With two months left in 2023, set SMART goals for your social media to finish the year off strong. Creating monthly or quarterly goals will dial down your message and create metrics to measure impact. Take some time to brainstorm your social media goals. Next look at the goals to see if they meet the criteria below.

**Specific** — I want more Facebook followers is not a specific goal. However, “I want to increase my Facebook followers by 500” or “I want to increase the signups for my newsletter coming from Facebook by 50 percent” are specific goals.

**Measurable** — You can use your Facebook analytics to see new followers. How many followers do you have now? Do regular check-ins along the way to make sure you are on the right track. This allows you to make changes as you go.

**Achievable** — Set obtainable goals. You cannot set an unrealistic goal such as “I will have 1M new followers” in the next month. You can say “I want to increase my followers by ten percent.”

**Relevant** — How can social media help your business goal? 500 random followers will not help you spread the message about your business. You need to target potential customers with your messaging.

**Time-bound** — When you set your goals, make sure to include a date. For instance, “I will have 500 new followers by December 31st.”

The extra effort of setting goals comes in handy when creating content. You now have a focus for your content. I offer Social Media and Facebook Ad Coaching to help businesses create a plan that works. Head on over to my website at <https://www.mintzersolutions.com/for> more information and to schedule an appointment. For additional information, call 484.686.2995; email: Theresa@MintzerSolutions.com.

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